

## Sample annual media plan

(This is provided for illustrative purposes only and does not reflect actual media plans)

### State Parks - 2007 media plan (sample only)

Total media budget = \$xx,xxx.xx

Promotion	Vendor Name	Media type	Season/ time of ad	Total
overnight camping	Burlington Area Newspaper Group	Daily newspaper	June-Labor day	\$xx.xx
	Clear Channel Broadcasting	Radio	June-Labor day	\$xxx.xx
	MT Mansfield TV Inc	Cable TV	June-Labor day	\$xxxx.xx
	New Market Press	Newspaper	June-Labor day	\$xx.xx
	Seven Days Newspaper	Newspaper	June-Labor day	\$0 (PSA)
	TVRA LLC	Cable TV	June-Labor day	\$xxx.xx
	VPR	Radio	June-Labor day	\$xxx.xx
	World	Newspaper	June-Labor day	\$xx.xx
<b>Total overnight camping</b>				<b>\$xxxx.xx</b>
nature trails	HMC advertising - brochure	print	year round	\$xxxx.xx
<b>Total nature trails</b>				<b>\$xxxx.xx</b>
fishing in SP	Elk Publishing (Co-buy with DFW)	Newspaper	April - July	\$xxxx.xx
	Hawkeye	Newspaper	April - July	\$xx.xx
	LCI fishing Derby + 1/4 page Ad	sponsorship	April - July	\$xxx.xx
	Primemedia	radio	April - July	\$xxxx.xx
	Vermont Sporting Journal	magazine	April - July	\$xxx.xx
<b>Total fishing in state parks</b>				<b>\$xxxx.xx</b>
Day use	Barton Chronicle	Newspaper	May - late Oct	\$xx.xx
	Newport Daily news	Newspaper	May - late Oct	\$xx.xx
	NE Kingdom Radio	Radio	May - late Oct	\$xx.xx
	VT Life Magazine	magazine	May - late Oct	\$xxxx.xx
	Elk Publishing - web ad	web	May - late Oct	\$xx.xx
<b>Total day use</b>				<b>\$xxxx.xx</b>
VT Days – Coop with HP	Seven Days Newspaper	Newspaper	May- June 12	\$0 (PSA)
	VT Life Magazine	magazine	May- June 13	\$xxx.xx
	VT Days events	co-sponsorship	May- June 14	\$xxxx.xx
	Burlington Area Newspaper Group	Newspaper	May- June 15	\$xx.xx
	Southern newspaper group	Newspaper	May- June 16	\$xxx.xx
	VPR	Radio	May- June 17	\$0 (PSA)
	92.9 FM	Radio	May- June 18	\$xxx.xx
<b>Total VT Days</b>				<b>\$xxxx.xx</b>